|  |  |  |  |
| --- | --- | --- | --- |
| **Tactic Title Goes Here:**  **Tactic subtitle, if needed** | | | |
| DEPARTMENT  [TBD] | KICKOFF DATE  Month XX, XXXX | WORK GROUP  Project Owner: First Last  Role: First Last  Role: First Last  Role: First Last  Role: First Last  Role: First Last | APPROVALS  [TBD]  [TBD] |

|  |  |
| --- | --- |
| **Tactic mission and context** | |
| **What program does this ladder up to? Or is it a one-off tactic?** | [If this ladders up to a program, direct us to the Program Brief via link or attachment. If it’s a one-off, make sure it truly is a singular tactic not related to another program, otherwise, complete the Program Brief instead.] |
| **Communication objective for this specific tactic** | [What do we want them to think, feel or do? What is the call to action? |
| **Audience** | |
| **Target audience** | [Who are we talking to—include demographics and media/distribution targets.] |
| **What are the points of distinction?** | [What is our brand/product insight? How can we differentiate ourselves from the competitors? Or, what impact with this communication have on their life?] |
| **How might we encourage or convey diversity at Kellogg within this communication?** | [Are we showcasing our diversity in thought and in our people? Are we speaking to this audience in an inclusive way? This is good time to make these considerations.] |
| **Key message** | |
| **Key message for this specific tactic** | [Key messages are specific points we need to mention within the executions. Nope, you don’t have to supply the exact verbiage here. If there are many, consider how they may evolve through the tactical plan. Make sure these support the distinctions.] |
| **Key sources** | [Who might best help tell this story? Are there particular faculty members or senior leaders who could add value or deliver our message? What about an alum?] |
| **What tone should we adopt?** | [It’s not just what we say, it’s how we say it. How should our audience feel from both the design, the content, or how we deliver the overall experience?] |
| **Data-driven success** | |
| **Key performance indicators (KPIs)** | [How will we measure success? Be specific. What are our benchmarks to beat? When and how are we measuring performance?] |

**Tactic phase and channel**

*Link to LiveTacticTracker @ [ADD URL HERE] for specs, timing and tactic owner*

|  |  |
| --- | --- |
| **[Date/context for phase/tactic]** | * Is this a paid, owned or earned tactic? * Main message * Distribution channel * CTA |

**Mandatories**

|  |  |
| --- | --- |
| **What’s the budget? Who’s paying for it?** | [TBD] |
| **Are there legal mandatories? Mailing mandatories? Tech mandatories?** | [TBD] |
| **Anything to absolutely avoid for messaging or imagery?** | [TBD] |

[YOU CAN DELETE THIS SECTION WHEN COMPOSING YOUR BRIEF]

**Tips for writing a brief:**

* Be specific
* Do not put everything you know in the brief. Just the direction relevant for *this* project, for *this* time. If you have a more to provide as reference or to inspire the working team, you can always post additional documents to them.
* Do not delete sections of this brief. If something is not applicable, populate with an ‘N/A’
* Make it collaborative. Ask others to contribute to your brief
* Avoid jargon and speak plainly. Remember, this is our internal north star